



Privacy Notice for Engagement with the Fenland District Council's Business & Economy Team

We are committed to respecting your privacy. This notice explains how we may use the personal information we collect from you during your relationship with us. This notice applies to current and any former contact between us. This notice explains how we comply with the law on data protection and what your rights are. Under the designation contained within the relevant data protection legislation, we will be the 'Controller' of any of your personal information.

References to **we**, **our** or **us** in this privacy notice are to **Fenland District Council's Business and Economy Team** and include the following service areas: Economic Development; Valuation, Estates & Asset Management, Business Premises and Heritage.

1. Personal Information

When you contact us, you may provide us with, or we may obtain **personal information** about you, such as information regarding:

- personal contact details which may include your name, title, company, addresses, telephone numbers, and email addresses;
- records of your interactions with us such as telephone conversations, emails and other correspondence and your instructions to us;
- any credit/debit card, bank account or other payment details you provide so that we can receive payments from you and details of the financial transactions with you;
- use of and movements through our website, IP addresses, user names and other electronic or digital identifying information;
- records of your attendance at any events hosted by us or on our behalf;
- copies of your business or organisations risk assessments;
- referees' contact information which you may have provided to support your application for business premises, including previous landlord; trade, bank and accountancy references and records;
- images in photo and/or video;
- your marketing preferences so that we know whether and how we should contact you.

2. Where we collect your information



We collect personal information about you and your business directly from you or from any referees that you authorise us to contact. The table below indicates the purpose by which we hold such information, the types of personal information we may hold and the lawful basis by which we hold such information in accordance with Article 6 of the General Data Protection Regulation (EU) 2016/679.

<i>Purpose</i>	<i>Personal information used</i>	<i>Lawful basis</i>
Storage of records relating to you in order to send you information that may be useful or which you have requested from us, including our newsletters, information about availability of vacant premises or land and other relevant information, provided you have indicated that you are happy to be contacted for these purposes.	Personal contact details such as name, title, email addresses and telephone numbers	Where you have given us your consent to do so
Storage of records relating to you in connection with your occupation of premises or land belonging to the Council and the sharing with other internal departments or external organisations, utility providers and agencies that we are obliged to, including in relation to the detection and prevention of fraud or in the compliance of statutory requirement.	Personal contact details such as name, title, email addresses, telephone numbers, tax and VAT details, bank account details, details including the name and address of references, your accountancy or trade referees.	Where you have given us your consent to do so Where we have a contract with you and it is necessary to process such data under that contract, or because you have agreed for us to take specific steps before entering into a contract. Where it is necessary to process your data in order for us to comply with the law .
Storage of records relating to you following a letting or booking enquiry or in order to arrange and administer meetings/ conferences/ invoicing etc.	Personal contact details such as name, title, email addresses and telephone numbers	Where you have given us your consent to do so Where we have a contract with you and it is necessary to process such data under that contract, or because you have agreed for us to take specific steps before entering into a contract.
To maintain our website and any external marketing campaigns in order to promote and publicise Business and Economic activities for Fenland.	Company contact details such as name, title, email addresses and telephone numbers	Where you have given us your consent to do so



We will also collect additional personal information throughout the period of contact with us, when you make a query and/or complaint, or when you correspond with us by phone, e-mail, in writing or in some other way.

If you provide us with details of another person that individual has a right to know what personal information we hold, how we collect it and how we use and may share that information. **Please ensure that you share this privacy notice with them.**

3. Purposes for which we process your personal information

Where you have given us your consent to use your personal information in a particular manner, you have the right to withdraw this consent at any time, which you may do by contacting us as detailed in section 8 below

4. Direct Marketing

From time to time, we may contact you by email, post or text with information about services and events in which we believe you may be interested.

You can then let us know at any time that you do not wish to receive such communications, you may do by contacting us as detailed in section 8 below or by unsubscribing from the Fenland for Business newsletter via the 'unsubscribe button' at the foot of the newsletter..

5. Disclosure of personal information

Personal information which Fenland District Council records will be kept securely and only accessed by approved staff. This information will not be passed onto third parties without asking for your permission first unless it is required in accordance with a contract that you may have with us.

6. How long do we keep your information?

Personal information held in relation to our engagement will be retained for as long as is necessary to comply with the law, perform the contract between us, or 7 years after your last contact. Correspondence will be kept in accordance with our data retention policy.

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you change your phone number or email address. You can contact us by using the details set out in the "**Contacting us**" section below.



7. Changes to this notice

We may update this privacy notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page. Where required by law we will seek your consent to changes in the way we use your personal information.

8. Contacting us

In the event of any query or complaint in connection with the information we hold about you, or you wish us to remove some or all of the data we may hold about you, please email business@fenland.gov.uk or write to us at Business & Economy Team, Fenland District Council, County Road, March, PE15 8NQ